

## Program Overview

There is a need for professional and knowledgeable front-line personnel to assist visitors in planning their Wyoming vacation or making their visit to the Cowboy State a positive and memorable one.

As such, a professional certification program has been developed by the Wyoming Office of Tourism for individuals who work with the traveling public. The program is primarily aimed at welcome/visitor center personnel, but is open to any frontline employee wishing to obtain the professional designation as a Destination Marketing Specialist (DMS). This program is certified through U.S. Travel Association and endorsed by the National Council for State Tourism Directors (NCSTD). Wyoming is one of six states that offer a travel counselor program. WOT has developed

## Business Certification

Businesses that certify a certain percentage of their employees are now eligible to become certified DMS businesses. These businesses who make a commitment to help us create a more Visitor Friendly Wyoming will enjoy a variety of marketing benefits and recognition.

### The purpose of the program is:

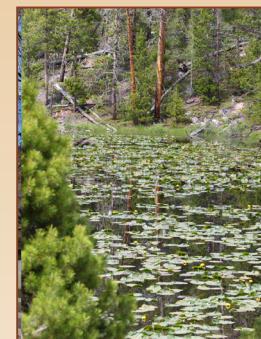
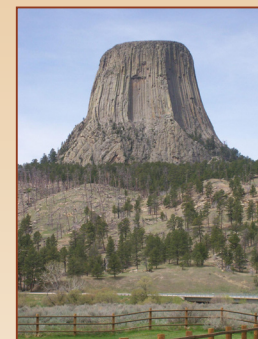
- To acknowledge frontline personnel as certified travel professionals.
- To develop a trained and knowledgeable workforce for the travel and tourism industry.
- To create a more visitor friendly Wyoming.



**For more information on this program please contact:**

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**For more information on this program please contact:**  
[www.wyomingofficeoftourism.gov/dms](http://www.wyomingofficeoftourism.gov/dms)



## Destination Marketing Specialist Certification Program



# Destination Marketing Specialist Certification Program Levels



**Outrider Business Criteria:**  
10% of employees certified.

**Marketing Benefits for the Business:** press release, web-site designation, window sticker and logo use.



**Wrangler Business Criteria:**  
20% of employees certified.

**Marketing Benefits for the Business:** press release, web-site designation, window sticker, logo use and Traveler's Journal recognition.



**Trail Boss Business Criteria:**  
40% of employees certified.

**Marketing Benefits for the Business:** press release, website designation, logo use, Traveler's Journal recognition, highlighted listing in the Traveler's Journal and \$250 credit toward the Wyoming Governor's Hospitality & Tourism Conference.



## Level I- Outrider

The outrider was an escort who was sent ahead of his party. Keeping that mindset, you are the frontline for the Wyoming: Forever West outfit. By making a great first impression and providing exceptional customer service, you have influenced the travels of our visitor to our great state!

**Test Criteria:** Test consists of 100 true/false and multiple choice questions and may take up to 2 hours. A score of 85% or higher is required.

**Individual Recognition:** A certificate, pin, letter of congratulations from the Governor and public recognition.



## Level II- Wrangler

As a wrangler for the Wyoming: Forever West outfit, you are responsible for caring for and meeting the needs of our visitors and ensuring the time they spend with us was a hospitable and memorable one!

**Test Criteria:** Test consists of 150 true/false and multiple choice questions and may take up to 3 hours. A score of 85% or higher is required.

**Individual Recognition:** A certificate, pin, letter of congratulations from the Governor, public recognition and annual State Parks Pass.



## Level III- Trail Boss

As a trail boss for the Wyoming: Forever West outfit, you are the "go to" person to assist our visitors in every aspect of their travel throughout the Cowboy state even if it means lending a hand to our Outriders and Wranglers.

**Test Criteria:** Test consists of 220 true/false, essay and multiple choice questions. This test is not timed. A score of 90% or higher is required.

**Individual Recognition:** Plaque, pin, letter of congratulations from the Governor, public recognition, \$150 Education Credit and an American the Beautiful - National Park and Federal Recreation Lands Annual Pass (\$80 value).